

Idaho Travel Council  
August 3 & 4, 2009  
Schweitzer Resort

MINUTES

**Council Members Present**

J.J. Jaeger, Region I  
Frances Conklin, Region II  
John May, Region III  
Diane Newman, Region IV  
Bill Code, Region V  
Tadd Jenkins, Region VI  
Dick Andersen, Region VII  
Paul Norton, Member At-Large

**Guests**

Tom & Karen Stebbins, Idaho Ski Areas Assn.  
Bobbie Patterson, Boise CVB  
Anne Chambers, IRVCA  
Dani Zibell-Wolfe, Coeur d'Alene Chamber/NITA  
Dave Kulis, Schweitzer Mtn. Resort  
Josh Mercaldo, drake/cooper  
Michael Sloan, BEDC

**Staff Members Present**

Karen Ballard, Administrator, Tourism  
Mitch Knothe, Tourism  
Cathy Bournier, Tourism  
Tina Caviness, Tourism  
Lisa Robbins, Accounting

**Monday, August 3, 2009**

Meeting called to order by Chairman Jenkins, followed by welcome and introductions. New member Dick Andersen and Diane Newman were welcomed to the council.

**Motion** – It was moved (Conklin) and seconded (Jaeger) that the minutes of the May 4 & 5, 2009 meeting be approved as written. Motion passed. (John May abstained from voting because he was not present at the May meeting.)

**Director's Report & Budget Update** – Karen Ballard expressed Director Don Dietrich's regret that he's unable to attend the meeting. A Governor's Business Summit will be held August 31. Travel and tourism will be one of the industries represented, along with agriculture, natural resources, manufacturing, health care and social services and retail. The tourism industry will be represented by Judd DeBoer, John Webster, Wally Huffman and Nancy DiGiammarco. The purpose of the summit is to talk about issues and obstacles that government does present to industries. An Innovation Summit will be held September 24, 2009, to address commercial and innovation industry concerns with the Governor.

**Budget Update** – Karen Ballard told the council that she feels 2% collections will remain flat and she has budgeted for 2010 with a contingency of 5%. Council members were asked to review the budget reports for a more in-depth discussion on Tuesday.

**Open Meeting Law Changes** – Karen Ballard reviewed changes to Idaho’s Open Meeting Law which affect the Idaho Travel Council meetings. The following requirements must be met when amending an agenda:

- More than 48 hours before the start of a meeting the agenda may be amended simply by posting a new agenda.
- Less than 48 hours before the meeting, but before the meeting has started, the agenda may be amended by posting the new agenda and making and passing a motion at the meeting to amend the original agenda and stating the good faith reason the new items were not included in the original agenda notice.
- **After commencement of the meeting, the agenda may be amended to accommodate unforeseen issues, provided that 1) there is a motion made that states the good faith reason the new item was not on the original agenda, and 2) the motion to amend is adopted by the governing board.**

She also reviewed executive session purposes and told the council that executive sessions can only take place at regularly scheduled council meetings. Violations to Idaho’s Open Meeting Law are subject to civil penalty ranging from \$40 to \$500. The complete Idaho Open Meeting Law can be found at [www.ag.idaho.gov](http://www.ag.idaho.gov).

**Drake/Cooper Updates:** Bill Drake and Josh Mercaldo brief the council on a variety of agency projects as follows:

**Adventures in Living Campaign – Post Filming Update**

- Over 100 hours of HD footage and several hundred images for the creation of the AIL show have been obtained
- Statewide footage for future marketing purposes
- Billings are on scheduled to the department
- Now through December is the production phase of the campaign
- Launch of site and show will be simultaneous in early Spring

Chairman Jenkins suggests that workshop be held at the 2010 Idaho Conference on Recreation and Tourism about the AIL campaign to encourage uniformity from grantees in their productions and advertising.

**Regal 360 Update**

- Official shots from City of Rocks and Bear Lake have been taken
- On-location shots/pano inventory include Malad Gorge, Perrine Bridge, Shoshone Falls, City of Rocks, Bear Lake, Minnetonka Cave, Paris Mormon Tabernacle, Oregon Train Center and Lava Hot Springs.

**Idaho Golf Trail Update**

- :30 TV spot for the Golf Channel as part of the Boise Open Sponsorship (statewide courses)
- Full page ad in October issue of Horizon Air (special Idaho section)
- Site updates include golf trail twitter feed

#### Other Project Updates Include:

- Geotourism & Voluntourism programs continue
- Kids N Nature updated site and brochure continue
- New Lewis & Clark site and brochure in production
- New Scenic Byways will be added to idahobyways.gov
- Wine print co-op program being developed

#### Research Update:

- FY09 Research includes customer identification study of travelers to Idaho based on 09 data; Longwoods Travel USA; Budget of \$35,000; \$1,250 software license for annual use; presented at ICORT by Eugene Dilbeck
- Idaho's 2008 travel market is comprised on 31.7 million person trips.
- Idaho's share of adult domestic trips was 0.9% in 2008; up slightly from 0.8% in 2007
- 84% of Idaho's overnight trips were for leisure; 11% were businesses and 5% business-leisure
- #1 reason for overnight visitation was visiting friends/family, followed by outdoors and touring
- Most common states of origin included Idaho, Washington, Utah and California
- A full report is available at commerce.idaho.gov/travel

#### FY10 Research Needs

1. To understand our customers, the marketplace dynamics and the changes and shifts that occur in each.
2. To understand the impact of our industry upon the state's economy.
3. Budget of \$40,000 for economic impact study.

#### 2010 Travel Guide Update & Cover Selection

##### Design & Production:

- Incorporate new design layout and page elements to create updated look and feel
- Consolidate pages and sections per department's request
- Enhance scenic maps in each region, including color coding
- Continue with interactive flipbook
- Digital flipbook will link content pages and ads
- Include panoramic images from Regal 360
- Review options for including map inside travel guide
- Ad rates for all sizes stay the same
- TG featured across visitidaho.org and entire media campaign, both print and online
- 14 pages will be removed and content consolidated
- Travel Guide Budget is \$165,000

#### Winter Program Recommendations

##### Destination Winter Marketing Strategy:

- Downhill skiing is one of the defining activities for Idaho's Winter image
- Recommended strategy is to use downhill skiing as a lure to attract winter visitors
- Primary objectives include increasing statewide tax collections throughout winter months; increase web traffic to VisitIdaho.org/winter; generate qualified leads and fulfill winter collateral.

Winter Campaign Overview includes:

- Keep existing site and media strategy in place; banner ads to promote resort ski package deals; partner with ISAA on sharing content, links, brochure; continue social media platforms to generate Idaho ski buzz; geo-target media to regional audiences.

www.visitidaho.org/winter strategy includes:

- Incorporate ISAA videos into downhill ski pages; update packages page with all new specials; update news ticker with new links; update maps and home page to sync with media campaign.

Complete campaign budget is \$190,000, with a timeline of November 1 to March 31, 2010.

Snowmobile Program – Continue to work with Montana and Wyoming in marketing Sled the Rockies campaign in a tri-state program with focus on entire region. Site visits increased 12.19% with the Idaho page having the most page views of any state. Idaho's in-state snowmobile program aggregates ITC grantees who are funded into web based marketing. Four partners include Payette River Mtns., Stanley-Sawtooth, Yellowstone Teton, Mountain Home-Fairfield.

2010 Travel Guide Cover Selection – drake/cooper staff presented the council with 8 images that were solicited from statewide photographers via the standard RFP process to choose from. After deliberating, a red floral photograph was selected.

Meeting adjourned for the day.

#### Tuesday, August 4, 2009

Meeting called to order by Chairman Tadd Jenkins, followed by welcome and introductions. John May asked that the council reconsider the cover selection for the 2010 Travel Guide. He is adamant that the cover should include people and asked drake/cooper to provide the council with more choices. Josh Mercado said they will provide a variety of photos for the council to consider at the October meeting.

The Idaho Travel Council awarded over \$3 million in grants as follows:

#### Region I

Motion – It was moved (Jaeger) and seconded (Norton) to award the Idaho Campground/Recreational Vehicle Association \$7,700 from Region I funds. Motion carried.

Motion – It was moved (Jaeger) and seconded (Norton) to award the Idaho Outfitters and Guides Association \$5,225 from Region I funds. Motion carried.

Motion – It was moved (Jaeger) and seconded (Newman) to award the Idaho Ski Areas Association \$3,300 from Region I funds. Motion carried.

Motion – It was moved (Conklin) and seconded (Code) to award the Coeur d'Alene Chamber of Commerce \$385,500. Motion carried.

Motion – It was moved (Jaeger) and seconded (Code) to award the North Idaho Tourism Alliance \$73,700. Motion carried.

**Motion** – It was moved (Jaeger) and seconded (Code) to award the Greater Sandpoint Chamber of Commerce \$109,300. Motion carried.

**Motion** – It was moved (Jaeger) and seconded (Conklin) to award the Post Falls Chamber of Commerce a total of \$63,387. Motion carried.

## **Region II**

**Motion** – It was moved (Conklin) and seconded (Andersen) to award the Idaho Campground/Recreational Vehicle Association \$4,070 from Region II funds. Motion carried.

**Motion** – It was moved (Conklin) and seconded (Newman) to award the Idaho Outfitters and Guides Association \$5,225 from Region II funds. Motion carried.

**Motion** – It was moved (Conklin) and seconded (Jaeger) to award the Idaho Ski Areas Association \$935 from Region I funds. Motion carried.

**Motion** – It was moved (Conklin) and seconded (May) to award the Moscow Chamber of Commerce a total of \$20,680. Motion carried.

**Motion** – It was moved (Conklin) and seconded (May) to award the Grangeville Chamber of Commerce a total of \$9,075. Motion carried.

**Motion** – It was moved (Conklin) and seconded (Code) to award the Kooskia Chamber of Commerce a total of \$2,310. Motion carried.

**Motion** – It was moved (Conklin) and seconded (Code) to award the North Central Idaho Travel Association, Inc., a total of \$95,370. Motion carried.

**Motion** – It was moved (Conklin) and seconded (Code) to award the Salmon River Chamber of Commerce a total of \$14,850. Motion carried.

**Motion** – It was moved (Conklin) and seconded (Newman) to award the Lewiston Chamber of Commerce a total of \$35,420. Motion carried.

**Motion** – It was moved (Conklin) and seconded (May) to award the Kamiah Welcome Center a total of \$6,270. Motion carried.

**Motion** – It was moved (Conklin) and seconded (Andersen) to award the Orofino Chamber of Commerce a total of \$3,726. Motion carried.

## **Region IV**

**Motion** – It was moved (Newman) and seconded (Conklin) to award the Idaho Campground/Recreational Vehicles Association \$5,149 from Region IV funds. Motion carried.

**Motion** – It was moved (Newman) and seconded (Conklin) to award the Idaho Outfitters and Guides Association \$3,149 from Region IV funds. Motion carried.

**Motion** – It was moved (Newman) and seconded (Conklin) to award the Idaho Ski Areas Association \$2,140 from Region IV funds. Motion carried.

**Motion** – It was moved (Newman) and seconded (Code) to award Southern Idaho Tourism a total of \$105,998. Motion carried.

**Motion** – It was moved (Newman) and seconded (Code) to award the Twin Falls Chamber of Commerce a total of \$129,655. Motion carried.

#### **Region VII**

**Motion** – It was moved (Andersen) and seconded (Code) to award the Idaho Campground/Recreational Vehicle Association \$3,400 from Region VII funds. Motion carried.

**Motion** – It was moved (Andersen) and seconded (Newman) to award the Idaho Outfitters and Guides Association \$11,000 from Region VII funds. Motion carried.

**Motion** – It was moved (Andersen) and seconded (Newman) to award the Idaho Ski Areas Association \$4,000 from Region VII funds. Motion carried.

**Motion** - It was moved (Andersen) and seconded (Code) to award the Challis Area Chamber of Commerce a total of \$7,799. Motion carried.

**Motion** - It was moved (Andersen) and seconded (Code) to award the Salmon Valley Chamber of Commerce a total of \$14,999. Motion carried.

**Motion** - It was moved (Andersen) and seconded (Conklin) to award the Sun Valley/Ketchum Chamber & Visitors Center a total of \$255,667. Motion carried.

**Motion** - It was moved (Andersen) and seconded (Newman) to award the Stanley-Sawtooth Chamber of Commerce a total of \$33,000. Motion carried.

#### **Region VI**

**Motion** – It was moved (Jenkins) and seconded (Jaeger) to award the Idaho Campground/Recreational Vehicle Association \$12,237 from Region VI funds. Motion carried.

**Motion** – It was moved (Jenkins) and seconded (Code) to award the Idaho Outfitters and Guides Association \$5,940 from Region VI funds. Motion carried.

**Motion** – It was moved (Jenkins) and seconded (Code) to award the Idaho Ski Areas Association a total of \$1,980 from Region VI funds. Motion carried.

**Motion** – It was moved (Jenkins) and seconded (Andersen) to award the Idaho Falls CVB a total of \$150,060. Motion carried.

**Motion** – It was moved (Jenkins) and seconded (Newman) to award the Teton Valley Chamber of Commerce a total of \$64,350. Motion carried.

**Motion** – It was moved (Jenkins) and seconded (Conklin) to award the Yellowstone-Teton Territory a total of \$153,800. Motion carried.

### **Region V**

**Motion** – It was moved (Code) and seconded (Jenkins) to award the Idaho Campground/Recreational Vehicle Association \$3,850 from Region V funds. Motion carried.

**Motion** – It was moved (Code) and seconded (May) to award the Idaho Outfitters and Guides Association \$2,200 from Region V funds. Motion carried.

**Motion** – It was moved (Code) and seconded (May) to award the Idaho Ski Areas Association \$1,650 from Region V funds. Motion carried.

**Motion** – It was moved (Code) and seconded (May) to award Pioneer Country Travel Council a total of \$84,150. Motion carried.

**Motion** – It was moved (Code) and seconded (Norton) to award the Bear Lake Valley CVB a total of \$28,270. Motion carried.

**Motion** – It was moved (Code) and seconded (May) to award the Pocatello Chamber of Commerce a total of \$96,657. Motion carried.

**Motion** - Code moved and Norton seconded that the Lava Hot Springs Foundation work with the Pioneer Country Travel Council in lieu of a separate grant award to the foundation. Motion carried.

### **Region III**

**Motion** – It was moved (May) and seconded (Code) to award the Idaho Campground/Recreational Vehicle Association \$24,200 from Region III funds. Motion carried.

**Motion** – It was moved (May) and seconded (Conklin) to award the Idaho Outfitters and Guides Association \$19,250 from Region III funds. Motion carried.

**Motion** – It was moved (May) and seconded (Newman) to award the Idaho Ski Areas Association \$13,970 from Region III funds. Motion carried.

**Motion** - It was moved (May) and seconded (Code) to award the Southwest Idaho Tourism Association a total of \$234,286 with the stipulation that funds not be spent on an education program. Motion carried.

**Motion** – It was moved (May) and seconded (Code) to award the Boise Convention & Visitors Bureau a total of \$663,300. Motion carried.

**Motion** – It was moved (May) and seconded (Code) to award the Downtown Boise Association a total of \$5,742. Motion carried.

**Motion** – It was moved (May) and seconded (Newman) to award the Gem County Chamber of Commerce a total of \$11,000. Motion carried.

**Motion** – It was moved (May) and seconded (Code) to award the Idaho Cutting Horse Association a total of \$8,800. Motion carried.

**Motion** – It was moved (May) and seconded (Code) to award the McCall Area Chamber of Commerce a total of \$55,000. Motion carried.

**Motion** – It was moved (May) and seconded (Newman) to award the Mtn. Home Chamber of Commerce a total of \$8,250. Motion carried.

**Motion** – It was moved (May) and seconded (Newman) to award the Nampa Chamber of Commerce a total of \$7,150. Motion carried.

**Motion** – It was moved (May) and seconded (Andersen) to award the National Old Time Fiddlers Contest a total of \$7,700. Motion carried.

**Budget Discussion** – In response to Karen Ballard's request on Monday, the council further discussed the budget. Chairman Jenkins feels there will be no growth in the near future and feels the council should plan accordingly. J.J. Jaeger noted that the current budget reflects no spending in Canada. Karen Ballard responded that she is open to suggestions for marketing in Canada. Mitch Knothe told the council that Idaho participates in the National Tour Association and travel alliance partners for golf and ski publications focus on select markets in Canada.

The council discussed Idaho's film program. Without incentives, there is no return investment for Idaho. John May asked Karen Ballard to provide the council with a report of all dollars spent for Idaho's film program. May said the council needs to take a hard look at the film budget because if it is not gaining anything for Idaho, it should not be funded.

The council discussed involvement in the Scandinavia market. Ballard said we are committed through January and it is the 4<sup>th</sup> busiest destination in the USA. John May said it would be helpful to the council to have statistics on numbers coming to Idaho. He also expressed his discomfort with providing foreign office support from 2% funds. He feels it is inappropriate and the council should take a stand on it. After a lengthy discussion about the Governor's Project 60 program, John May suggested that a letter be drafted to the Legislature, the Governor, and Don Dietrich, expressing the council's concerns with using 2% hotel/motel tax revenues to fund the program. May will draft a letter for the council's consideration.

**Tax Commission Discussion** – John May and Karen Ballard will meet with the Tax Commission to discuss the services the commission provides and an explanation of their fees. It is hoped that a written memorandum of agreement can be developed, as well as the designation of a staff contact that the council can go to when questions about the 2% collections arise. May and Ballard will report back to the council at the October meeting.

**Idaho Golf Trail** – Tom Stebbins told the council about an e-newsletter that they will develop that will be sent twice a month during the season and once a month during the off season. It is designed to create heads in beds and not just golf. Mitch Knothe told the council that golf trail participants are creating packages that include lodging and it will roll out by the end of August.

**Geo Data Technologies** – Mark Williams, President/CEO of GeoData Technologies, in Sandpoint demonstrated a 3D interactive map for Idaho that his company has developed and will roll out in September. There are 1,400 points on the map (attractions, events, lodging). The cost of having a link on the site is \$9.95 per month. For those businesses not subscribed to the map, their business will be identified but a link will not be included.

**Motion** – In compliance with Idaho's open meeting law, it was moved (Code) and seconded (Jenkins) to add an RV/recreation discussion to the agenda. Motion carried.



**Grant Rules and Discussion** – Karen Ballard told the council that for the past several weeks, a committee (Bobbie Patterson, Anne Chambers, Frances Conklin, Dani Zibell-Wolfe, Amy Little, Cathy Bournier, Karen Ballard) have been involved in reviewing and revising the grant rules. A draft revision was provided to the council and the following discussion was held to address decisions that need to be made by the council.

The council discussed changing the grant program rules to allow funding for staff. After a lengthy discussion the following motion resulted:

**Motion** – It was moved (May) and seconded (Code) that ITC grant funds cannot be used to pay staff. Motion carried.

The council discussed cash match allowances. A lengthy discussion resulted in the following motions:

**Motion** – It was moved (Jenkins) and seconded (Code) that cash match on actual cost of staff, plus the OPE for work on grant project be allowed. The amounts must be attested to and signed by the grant administrator. Motion carried.

**Motion** – It was moved (Conklin) and seconded (Code) that for ITC funded projects which receive offsetting advertising revenues or value equivalent to the ad space, the revenue sources must be disclosed and ad sale revenues or equivalent value deducted from the total cost of the project, leaving the net amount to be reimbursed. Any remaining grant monies awarded for this project may be reallocated to other marketing projects approved by the Idaho Travel Council. Motion carried.

During continued discussion of grant rule changes, the council determined that only one capitol purchase per region is allowed (trade show booths, computers); grant items should be requested at the time the grant is presented in order to receive preapproval by the council included funds for market research, asset inventory and leads.

**Motion** – In compliance with Idaho's Open Meeting Law, it was moved (May) and seconded (Code) that the council will hold an executive session prior to adjourning the regular meeting. Motion carried.

The council discussed if community events qualify as cash match, if memberships can be a grant expense, and if third party (event organizer or contractor) expenses can be considered cash match, resulting in the following motions:

**Motion** – It was moved (May) and seconded (Code) that for ITC funded projects, any of the direct expanses made by the grantee, with proper documentation, can be used for cash match. Motion carried.

**Motion** – It was moved (Code) and seconded (Andersen) that any grantee that makes a sponsorship to a contractor or promoter with ITC funds, can receive cash match through ITC funds. Motion carried.

**Motion** – It was moved (Code) and seconded (Conklin) that memberships of any kind cannot be funded through ITC funds but are allowed for cash match. Motion carried.

Council Vice-Chair asked that the updated grant guidelines not be released to the grantees until the council has another opportunity to review them and approve them. He asked that the motions made by the council be sent to grantees on Thursday, August 6<sup>th</sup>, in order to give them an opportunity to review and comment.

**Recreational Vehicle Discussion** – Council Chair Jenkins asked how Idaho can improve promoting RV trail routes throughout Idaho and asked if an RV Trail (similar to Idaho's Golf Trail) should be developed and promoted. Anne Chambers, Executive Director of Idaho's Campground/Recreation Vehicle Association, said grantees need to be encouraged to promote more recruiting of RV groups to come to Idaho. John May reminded the council that discussions had been held with Rick Just, Parks & Recreation, about the possibility of collecting the 2% tax on state campgrounds. Ballard told the council she would prepare a report of RV activities that we are already involved in for their review. Chairman Jenkins stated that there should be an Idaho RV Tour in our marketing efforts and that we need to reach out to the "Go RVing" campaign.

Motion: It was moved (Jenkins) and seconded (Code) that the council fund elements 1, 2, 3 and 5 of the Idaho Ski Areas Association grant request, with any additional funds going toward element 4 with the stipulation that funds cannot be shifted into element 6 (out-of-state focused ski Idaho co-op funds). Motion carried.

**Council Choice Awards** – The council decided to reinstate the Council Choice Awards. Staff will present them with potential award candidates at the January meeting, the council will make their choices at the March meeting, and the awards will be presented at the May conference.

**Future Meetings:**

**Motion** - It was moved (May) and seconded (Jaeger) that the October meeting be held in McCall October 13 & 15, 2009. Motion carried.

The council adjourned to executive session.